

4TH ANNUAL

# LAW FIRM CHIEF INFORMATION & TECHNOLOGY OFFICERS' FORUM

February 6-7, 2008 • Hilton New York Hotel

## CO-CHAIRS:



Judi A. Flournoy  
Chief Information Officer  
Loeb & Loeb LLP  
Los Angeles, California



David Rigali  
Chief Information Officer  
Husch & Eppenberger  
St. Louis, Missouri

## CONFERENCE HIGHLIGHTS:

- The Unified Communications Debate: Is It All About the Network or the Desktop?
- Matter Centric Computing: What Works, What's New and What's Next
- Getting a Handle on E-Mail: What Are Your Options?
- Is It Easy To Be Green in the Legal Industry? How the CIO Can Make It Happen

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# 4TH ANNUAL LAW FIRM CHIEF INFORMATION & TECHNOLOGY OFFICERS' FORUM

Dear Colleagues:

American Lawyer Media and its conference sponsors are pleased to invite you to attend the **4th Annual Chief Information and Technology Officers Forum** to be held on **February 6 and 7th, 2008** at the **Hilton New York Hotel**. This annual event is structured to provide targeted coverage of today's issues in the Legal Technology arena.

The CIO conference begins on Wednesday, February 6th, following the Legal Tech opening keynote, with a full day of sessions focused on content management as it relates to matter centric computing, the leveraging of newer content technologies including SharePoint, Starlaw and others as well as managing email.

On Thursday, February 7th we turn our attention to the next hot topic, unified communications, as we invite two major market influencers, Microsoft and Cisco to share their vision of this evolving technology. And finally, we take a look at what hardware vendors are doing to reduce the carbon footprint of our datacenters.

The agenda has been designed to bring to the table a key group of peers to share their experiences, best practices and observations and is intended as an open dialogue between presenters and attendees.

As part of your registration, you are invited to the opening Keynote as well as the remainder of the LegalTech conference at no additional charge.

We look forward to seeing you there.

Your Co-chairs.

Judi Flournoy, CIO, Loeb & Loeb LLP  
Dave Rigali, CIO, Husch & Eppenger

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### Stova Wong

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Los Angeles, California

8:30-9:00

## Registration and Continental Breakfast

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9:00-10:00

## Keynote Address: Paradigm Shift - Corporate Use of Legal Support Services

Law firms have tried to provide a full range of support services to their corporate clients, especially in the area of litigation support and e-discovery. The emerging corporate model is for companies to develop these capabilities in-house and make them available to their law firm partners. The savings that result for the corporation are very real and significant, but this paradigm shift brings with it a concurrent potential reduction in law firm revenue from these support services. This shift in process ownership should allow Companies and their law firm partners to renew their focus on the true partnership at the center of their relationship – the intellectual capital of the firm as expressed in legal advice and legal representation.

### **Presented by**

Robert M. Bjornsti  
Vice President  
AXA Equitable Life Insurance Company  
New York, New York

*Please join us for the LegalTech Keynote Address*

10:00-10:20

## Mid-Morning Break

*CIO forum delegates make their way to the conference ballroom*

10:20-10:30

## Introduction and Opening Remarks

10:30-11:30

## Matter Centric Computing: What Works? What's New? What's Next?

Join us for a panel of CIOs who are tackling matter-centricity. They will discuss topics including:

- What are our goals?
- What are the key success factors, regardless of the technology selected?
- What works?
- Where are we heading?

11:30-12:30

## Alternatives to DMS

What are the alternatives to DMS, and how can firms leverage newer technology or approaches to managing content over its lifecycle?

12:30-1:45

## Luncheon Presentation

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1:45-2:45

## Who Needs Matter Centric Computing when you have Enterprise Search?

Is profiling passé? How does enterprise search and auto categorization impact storage and retrieval of work product?

2:45-3:45

## Alternatives for Managing E-mail

This session will explore why successful email management requires an effective approach to Information Life-cycle management.

This discussion will also focus on framing the problem and outlining the interdependencies of EMM and the following:

- Electronic Records Policy
- Email Policies
- Application Management
- Storage Management
- Document Management
- Search and Retrieval
- Knowledge Management
- Records Management

3:45-4:00

## Afternoon Break

4:00-5:00

## It's Not Easy Being Green ... Or Is It?

As hardware vendors work to reduce the amount of energy consumed by their products, CIOs are challenged with how to implement the Green Data Center. Hear about initiatives from the largest hardware manufacturers and how you can leverage them in your own environments.

5:00

## Networking Cocktail Reception

Hosted by  Microsoft  
*Your potential. Our passion.™*

9:00-10:00

## Unified Communications: It's About the Network. Cisco's View of the UC World

After massive investments in technologies and devices, organizations demand ways of simplifying business communications not only for mobile and distributed workforces, but for traditional office employees whose workspaces have expanded to encompass conference rooms, campuses, airports, warehouses, and other facilities. Companies must improve communication process flows to respond faster to customers, enhance collaboration and improve productivity. Cisco Unified Communications solutions unifies mobility, voice, video and data applications delivering an easy-to-use, media-rich collaboration experience across the business using the network as the platform to enhance competitive advantage by accelerating decision-making time and reducing transaction time with the security, resiliency, and scalability needed to enable users to connect, anywhere, anytime, anyplace, using any media, device or operating system.

10:00-11:00

## Unified Communications: It's About the Desktop. Microsoft's View of the UC World

Information workers today struggle with too much communication in too many places. They have office numbers, home office numbers, fax numbers, mobile numbers, IM addresses, e-mail addresses, and they want more control over their communications. The workforce is global, it's moving 24 hours a day, seven days a week, there are many changes in the underlying technology infrastructure for PC-based communications and phone-based communications – with new, IP systems displacing analog systems. Companies really want to derive new value from the infrastructure investments they're making.

11:00-12:15

## Working Brunch

12:15-1:15

## Unified Communications in the Law Firm Environment

Join us for a case study!

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**DAY ONE | TUESDAY, FEBRUARY 5, 2008:**  
E-Discovery Today: Federal and State  
Rulemaking in Light of Emerging Issues and  
Best Practices



**Thomas Y. Allman**  
Former Senior Vice President and  
General Counsel  
BASF Corporation

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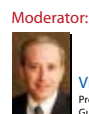
**DAY TWO | WEDNESDAY, FEBRUARY 6, 2008:**  
Paradigm Shift - Corporate Use of Legal  
Support Services



**Robert M. Bjornsti**  
Vice President  
AXA Equitable Life  
Insurance Company

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**DAY THREE | THURSDAY, FEBRUARY 7, 2008:**  
Overcoming The Human Factor: Technology  
Solutions For The Records Management  
And E-Discovery Dilemma



**Victor Limongelli, Esq.**  
President  
Guidance Software, Inc.



**Pallab Chakraborty**  
Litigation Technology  
Director  
Cisco Systems



**Andrew Drake, Esq.**  
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